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CONSUMER TIME

STOP BEFORE YOU SHOP

R-146

NETWORK: NBC

DATE: June 5, 1943

ORIGIN: WRC

TIME: 12:15-12:30 P.M. EDT

(Produced by the Food Distribution Administration of the Department of Agriculture, this script is for reference only, and may not be broadcast without a special permission. The title, CONSUMER TIME, is restricted to network broadcasts of this program, presented for ten years in the interest of consumers.)

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1. SOUND: CASH REGISTER...RINGS TWICE...
2. MAN: (SIMPLY) This is CONSUMER TIME.
3. SOUND: MONEY IN TILL...CLOSE DRAWER...
4. WOMAN: That's your money buying food.
5. SOUND: CASH REGISTER.
6. MAN: That's your money paying for a home.
7. SOUND: CASH REGISTER.
8. WOMAN: That's your money buying clothes.
9. MAN: Buying you a living in wartime.
10. SOUND: CASH REGISTER...CLOSE DRAWER.

21. JOHN: And among the good consumer news of the week come fresh fruits and vegetables. More and more of them are appearing on the market every day.
22. FREYMAN: (SCORNFULLY) "More and more vegetables——"
23. JOHN: But there are - more of them every day.
24. FREYMAN: Not in my market, Johnny - Why, do you know - I couldn't find a single head of cauliflower this morning.
25. JOHN: But Mrs. Freyman ——
26. FREYMAN: I'm not one to complain about the scarcity of food, but if it is scarce, we might as well face the facts ——
27. JOHN: Look, Mrs. Freyman - have you ever considered what it would be like someplace where food is really scarce?
28. FREYMAN: You mean - in Europe?
29. JOHN: Someplace between here and Europe. Or between here and Asia. You've read the reports of men who have been there - you've heard them on your radio——
30. IST MAN: (ON SLIGHT FILTER) We drifted thirty-seven days on that raft. Our abandon-ship rations lasted one week. After that, all we had to eat was a few fish we were able to jab with out jackknife.

31. JOHN: That's what it means to be scarce of food. Imagine if you were out there - adrift on a rubber life-raft so small that you couldn't even stretch out your legs.
32. SOUND: BEGIN TO CREEP IN SLAP OF WAVES AGAINST RUBBER RAFT.
33. JOHN: Nothing to hear but the eternal slap of the waves - and the parched croak of your own voices----
34. SOUND: BRING UP SLAP OF WAVES. HOLD. FADE UNDER.
35. PETE: If we could just catch a fish----!
36. HANK: Them sharks grab 'em before I can get my knife in.
37. PETE: What a meal one o' them sharks would make of us, Hank! Look at that baby there. Five hundred pounds if he's an ounce.
38. HANK: Four hundred and fifty.
39. PETE: What d'ya bet?
40. HANK: A dinner at the Waldorf.
41. PETE: Okay: With steak - and potatoes - and water. A nice, tall, cold glass o' water.

42. HANK: Aw, shut up.
43. MARTY: (DAZEDLY) Water! ———Water!.....
44. HANK: (SOTTO) See - you're waking Marty.
45. PETE: (SOTTO) How is he?
46. HANK: Looks pretty sick - poor kid.
47. PETE: Maybe he'd feel better if we could get some fish into him.
48. SOUND: WAVES UP AND DOWN, BRIEFLY.
49. HANK: Funny - ain't it?
50. PETE: Yeah - its a riot.
51. HANK: I mean - us out here, surrounded by water——
52. PETE: Now, don't give me that "water, water everywhere" stuff.
53. HANK: But it's true. There's not a drop in this whole damn ocean that's fit to drink.
54. PETE: You just discover that?
55. HANK: No, but - well, there's the fish too. Them fish'd make good eatin' - if we could just get at 'em.
- (PAUSE, SERIOUS. SOTTO) Pete - what are we gonna do?

56. PETE: I wish I knew, Hank....I wish to heven I knew.
57. SOUND: WAVES UP FULL. HOLD, FADE OUT.
58. JOHN: For centuries - ever since men first ventured out upon the sea - countless numbers of them have died of thirst and starvation, because they were unable to use the abundance of food and wáter which surrounded them. Only within this past year have we discovered how to use this great abundance, and it took a seventy-eight-year-old American forester to teach us how. He's Gifford Pinchot - former Governor of Pennsylvania, and he started working toward his discovery about a year ago, when he read the first newspaper story of Navy fliers who drifted many days in the Pacific, living on two birds and three fish which they caught. As Gifford Pinchot says —
59. PINCHOT: That story set me thinking. I've done a lot of deep-sea fishing, and I know that with proper fishing tackle, those men could have taken fish a-plenty. Why shouldn't all lifeboats carry fishing tackle?
60. JOHN: That was the start of Gifford Pinchot's great idea. He could solve the hunger proglem, but how about thirst?

61. PINCHOT: I thought there must be some way of getting water on the ocean. I thought about it all one night. Couldn't sleep. Then -- with morning -- the solution came. I knew that our human bodies are composed largely of water -- so why shouldn't that be true also of fish?
62. JOHN: Gifford Pinchot had eaten raw fish in the South Seas. He knew it wasn't salty. But how about the juice? He decided to experiment.
63. PINCHOT: We bought a fresh salt-water fish, cut it up, then wrapped the pieces in cheesecloth and twisted till a slightly pinkish liquid began to drip out. We tasted it -- found it was sweet.
64. JOHN: Ex-Governor Pinchot took his fish juice to the Navy Department, and two seamen from a United States cruiser volunteered to drink nothing but fish juice for ten days to see how they'd get along. The Navy found they got along all right. But the problem now was -- how could men in a rocking lifeboat at sea best squeeze out this water from fish? Then Gifford Pinchot got another idea.
65. PINCHOT: I had fished at Tahiti with Charles Nordhoff, one of the authors of "Mutiny on the Bounty", and I knew that the natives there took long journeys in their outrigger canoes. I wondered ----

66. JOHN: So Pinchot wrote to Nordhoff, and the answer came right back——
67. NORDHOFF: The Polyneisians say that a man can get along for a good while without water by chewing the flesh of fish and spitting out most of the solid matter.
68. JOHN: So - as Pinchot points out - no press is needed to squeeze the fish.
69. PINCHOT: Every man has his own fish-water press, and it adds nothing to the weight of the lifeboat. Before long I hope every seaman will know that - in a pinch - he can "drink" raw fish - as well as eat it.
70. JOHN: Every American seaman soon will know that, for the compact and practical fishing kit worked out by Gifford Pinchot, Micheal Lerner, and other salt-water anglers is being made regulation equipment for fliers' rubber rafts and sailors' lifeboats. What's more, the plan is already spreading to the other United Nations. And in every kit - along with the fishing tackle - is a waterproof folder with instructions on how to stay alive by catching, eating, and drinking raw fish.
- (PAUSE) Now, all this may seem sort of a far cry from your own grocery store - and whether or not we consumers can get cauliflower or artichokes whenever we want them ——

71. FREYMAN:

No, it doesn't, Johnny. It makes me pretty ashamed that I ever complained at all about "scarcity."

72. JOHN:

Well, I didn't tell this story, Mrs. Freyman, just to make you feel ashamed. The real moral of my tale is this: You and I and the rest of us consumers are apt at times to act as if we're sailors on a raft. Here we sit - surrounded by plenty. Really plenty - not just fish and fish juice. And yet we can always find something to complain about - something we want and can't get.

73. FREYMAN:

I am sorry —

74. JOHN:

Oh, it isn't just you. We all do it. But the point I'm trying to make is this: we have the food we need - if we'll only use what we have. And we don't have to eat raw fish - or drink it, either.

75. FREYMAN:

But maybe we are sort of like the men on that raft, Johnny. Maybe we need to know what food is available - and how to use it.

76. JOHN:

I think you're right there, Mrs. Freyman. I think that's what we all need - more facts about food. You were a little mad at me because I said that more and more fruits and vegetables are appearing on the market every day.

77. FREYMAN: Well, if that's a fact, where are they?
78. JOHN: Right in your own market.
79. FREYMAN: But Johnny —
80. JOHN: Maybe not cauliflower — and maybe not potatoes — but other vegetables you can use just as well.
81. FREYMAN: But I'd planned on cauliflower — when I planned my menu.
82. JOHN: Then don't plan on it. You really can't — these days.
83. FREYMAN: But that's one thing CONSUMER TIME has always taught us — "plan your meals ahead of time. Know what you're going to buy before you go to shop."
84. JOHN: Well, you don't have to know just what kind of vegetable you're going to buy. As I remember, CONSUMER TIME has also taught us to shop around — compare prices and quality — get what seems the best buy.
85. FREYMAN: Yes — that's true
86. JOHN: And what's the best buy is usually what's most plentiful. Prices generally tend to go down when there's a lot of anything.

87. FREYMAN: Well, look Johnny - is there any way I can tell what is plentiful before I go to market? I would save shopping time.
88. JOHN: Sure there are ways. You can get the news over your radio —
89. FREYMAN: News about vegetables?
90. JOHN: I'll bet that every station carrying this broadcast also has some sort of market news for consumers.
91. FREYMAN: I never hear it.
92. JOHN: Maybe you aren't listening at the right time. Why don't you call your radio station and ask when broadcasts about food are on the air?
93. FREYMAN: I think I'll do that.
94. JOHN: And another thing that will help you plan your shopping before you go to buy is your own local newspaper - the food and cooking columns, and the ads too. You can compare food prices in the ads without even straying out of your easy chair.
95. FREYMAN: What do you mean - "easy"? We women don't have much time for easy chairs these days.

96. JOHN: All the more reason you should use every means you can to make your shopping simpler - and provide the sort of good balanced meals your families need.
97. FREYMAN: (SMILING) All right - you win. And - though you haven't said it - I guess I ought to keep an open mind when I go to market - be willing to try new kinds of vegetables - in new ways.
98. JOHN: You should - if you want to make the most of what abundance we do have. And I have something here that will help you to know just about when the various kinds of fruits and vegetables will be coming on the market. Here - look -
99. FREYMAN: What's that?
100. JOHN: A fresh fruit and vegetable chart for the whole country, so - wherever you live - you can tell just what fruits and vegetables are apt to be most plentiful when...
101. FREYMAN: Oh, this is grand, Johnny. Can all our listeners get a copy of this chart?
102. JOHN: They certainly can - just by writing in and asking for it. A postcard to Consumer Time will do.

103. FREYMAN: CONSUMER TIME - Department of Agriculture - Washington, D. C.

104. JOHN: Right. And I'll repeat that address later in the program. But right now I have an extra special guest for you today. Roy F. Hendrickson, Director of the Food Distribution Administration. It's his job to see that the food we produce in these United States gets to the people who need it - enough to our armed forces - enough to ourselves - and enough to our allies. And he's agreed to tell us something about that job. Mr. Hendrickson—

105. HENDRICKSON: Well, first I'd like to talk about our armed forces. Or those men on the liferaft. They're our first consideration - in wartime. I think you'll agree with me that those men must be fed just as well as we can feed them. The better we build them up when we can get food to them - the better they'll be able to get along on raw fish and fish juice when they have to.

Next after our armed forces in the food line come our civilians. And - running a close third - come the various peoples allied with us in other parts of the world. We can't win the war without their help. And they can't help so much without our food. We've all got to pull together if we want to win the victory and the peace we're all hoping for.

(MORE)

105. HENDRICKSON;
(continued)

At present, only about one-eighth of all the food we're producing goes to our friends and allies. And about that same amount is going to our armed forces. All the rest - approximately three-quarters of our food - is staying right here at home - to feed us. And I guess I needn't tell you that we aren't shipping cauliflower or artichokes across the ocean. One reason there aren't so many of those in the markets any more is that we're growing less of those particular vegetables - and more of other ones that give us more food value for the care and time and space required to grow them.

Now, with potatoes it's something else again. We're growing more potatoes now than we ever have before. And we're shipping lots of them across the sea - mostly in dehydrated form, so they won't take up so much shipping space. But that isn't the only reason that potatoes are scarce this year. Another reason is the weather. And another is that we're saving out a great many potatoes for seed - so that we can have even more potatoes next year, when we'll need more of them - to feed more of the liberated peoples of Europe.

I think you have a right to know the reasons for these shortages. I think that when you do understand, you will naturally be better able to help us out in this huge job of getting people fed. And when you know

(MORE)

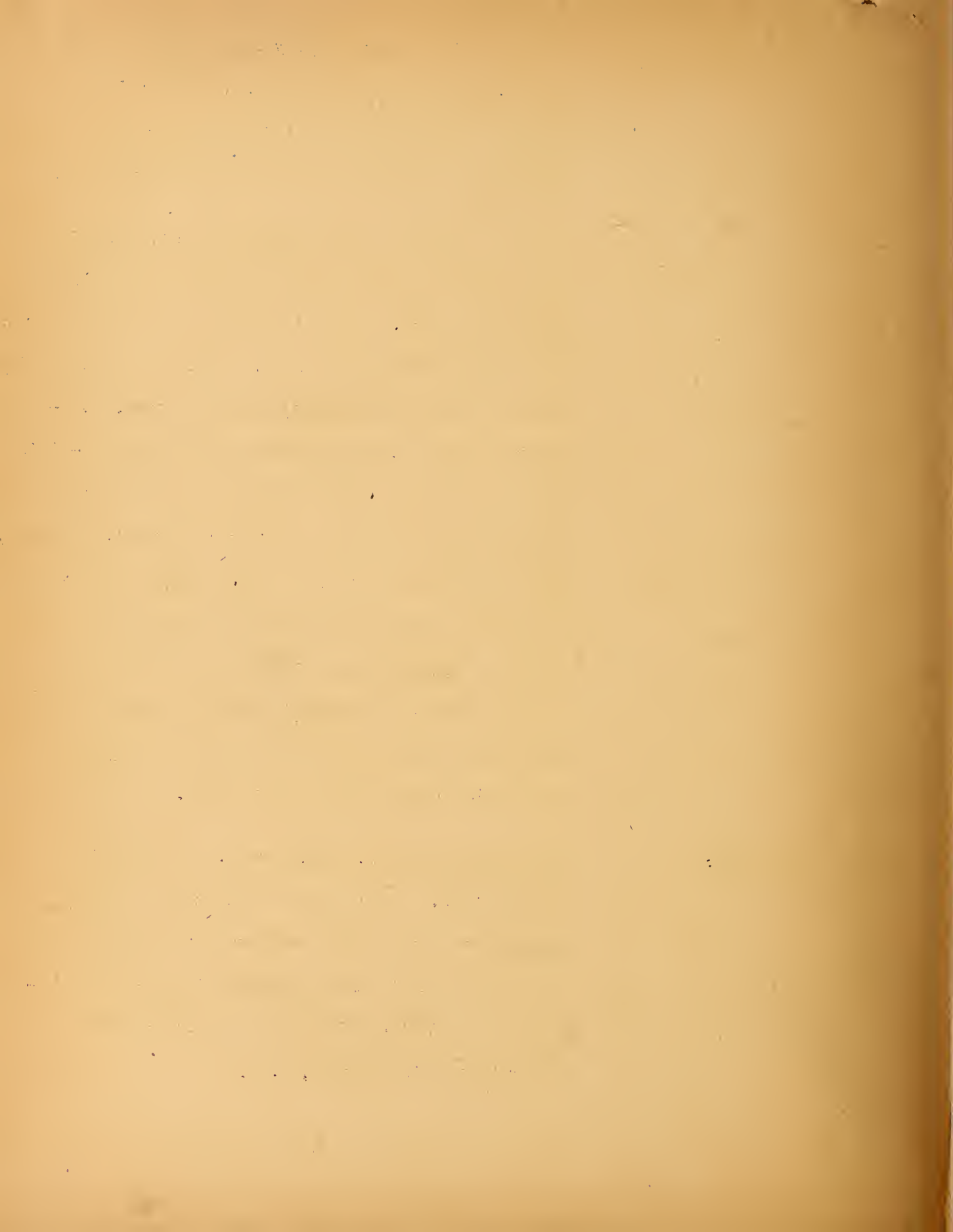
105. HENDRICKSON:
(continued)

which foods are plentiful, you can help yourself to better, healthier meals. You save food value, you know, by eating the fresh foods - and you save money too, if you buy them at the peak of their season.

But you don't just help yourself by using the fresh fruits and vegetables when they're most plentiful. Nor just your family. You help every one of those men who are out there fighting for us. Because ~~o~~ by using fresh foods - you save the canned foods for them. So - any way you look at it - selfishly or unselfishly - it's smart to use the fresh fruits and vegetables when there's a good supply of them on our local markets. So stop, look and listen before you shop. Look at your newspaper to see what's advertised or listed in the food columns. Listen to your radio for the food and market reports. And stop to consult your own fresh fruit and vegetables chart. Be sure that you are making the most of the foods we have.

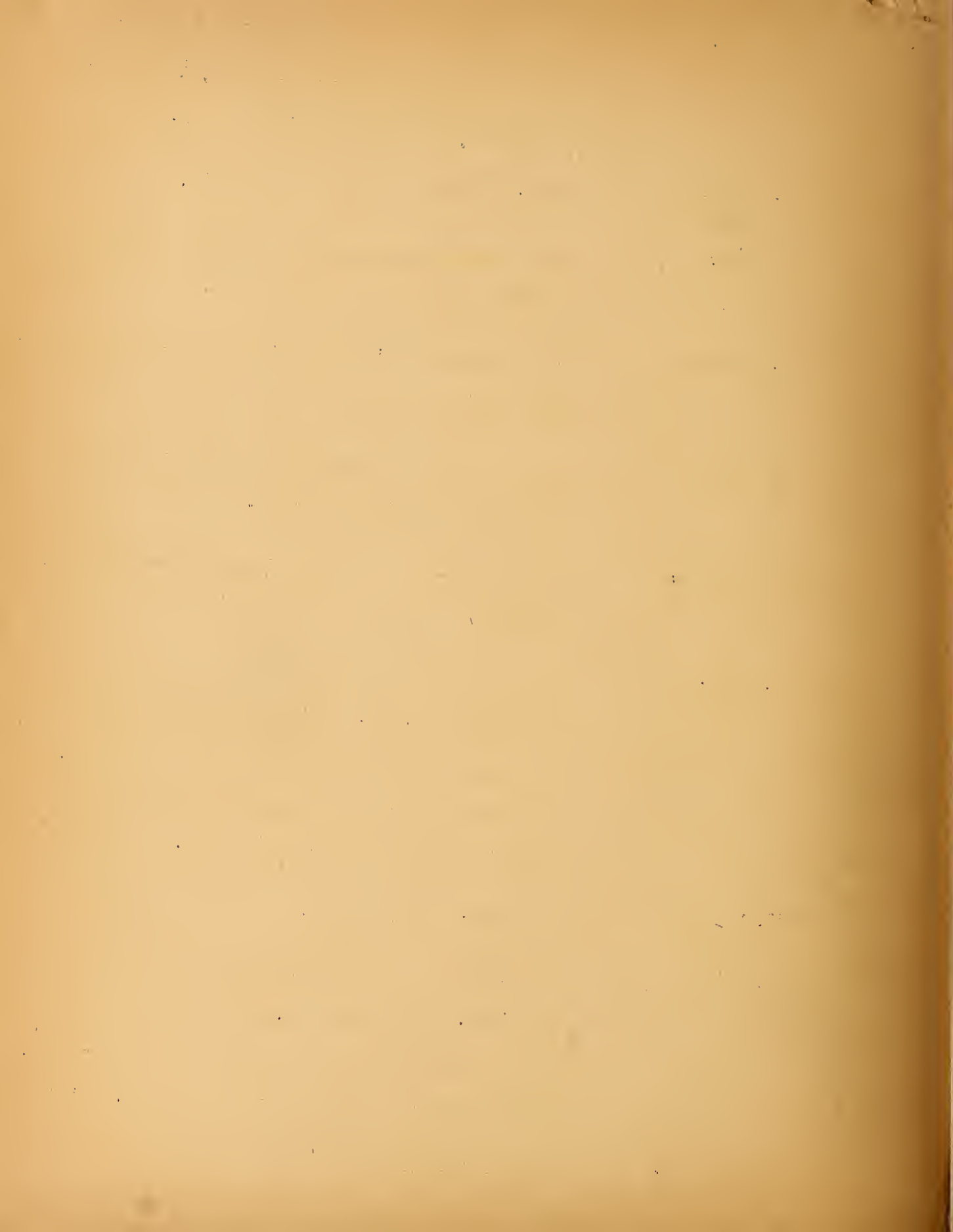
106. JOHN:

Well, thank you, Mr. Hendrickson, for explaining things to us. And remember, consumers - for your copy of this chart that tells when fresh fruits and vegetables will be most plentiful in your markets - drop a line to CONSUMER TIME - Department of Agriculture - Washington, D. C.



107. FREYMAN: And you want our own name and address on it - don't you, Johnny?
108. JOHN: Indeed we do - and the call letters of the radio station over which you heard this program.
109. FREYMAN: All right. And now, Johnny - I wish you'd tell us which ration stamps are good this week for buying meat and fats.
110. JOHN: Red Stamps lettered J and K are valid now. L becomes valid tomorrow, and all of them are good till the end of this month.
111. FREYMAN: And for sugar?
112. JOHN: Coupon thirteen in Ration Book One is good for five pounds of sugar any time from now till the middle of August. And - for home canning - stamps fifteen and sixteen will each get you five extra pounds of sugar any time through October. If you need more sugar than that for canning - go see your ration board.
113. FREYMAN: Well, how about coffee, Johnny?
114. JOHN: Coupon twenty-four in Book One is good all this month for one pound of coffee.
115. FREYMAN: And canned goods?

116. JOHN: Blue stamps G, H and J are good till Monday - day after tomorrow. And blue stamps K, L and M will remain valid till the seventh of July.
117. FREYMAN: Well, I guess I've got that straight.
118. JOHN: And for next week's program, Mrs. Freyman - we're counting on you to be here.
119. FREYMAN: For CONSUMER TIME's tenth birthday party? I wouldn't miss it!
120. JOHN: We want you to represent the consumers on this special anniversary broadcast.
121. FREYMAN: I'd be honored. Who else will be on the program, Johnny?
122. JOHN: Some very important people. Chester Davis - War Food Administrator. And Frank Mullen, Vice-President of NBC, who will speak from New York. And Mrs. John L. Whitehurst - President of the General Federation of Woman's Clubs.---
123. FREYMAN: Goodness! I am honored.
124. JOHN: Well, it's you - the consumers - who make this program you know. It's your show. And we want every single one of you to tune in to our ten year celebration. Next Saturday - same time - same station. G'bye now.
125. FREYMAN: G'bye, Johnny.



126. ANNOUNCER :

And - just in case you didn't catch our address - where to write for your own copy of the fresh fruit and vegetable chart - here it is. CONSUMER TIME - Department of Agriculture - Washington, D. C. Please be sure to tell us your own name and address and the call letters of your radio station.

Heard on today's program were:

Script by Jane Ashman.

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